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FROM NAME: James R. Miner (Reg. No. 40,444)
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Attorney Docket No. 47004.000180
Application No. 09/888,291

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PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:)	Attorney Docket No. 47004.000180
)	
ROTHMAN, <i>et al.</i>)	Examiner: G. Akers
)	
Serial Number: 09/988,291)	Group Art Unit: 3624
)	
Filed: November 19, 2001)	Confirmation No. 8456
)	
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING		

AMENDMENT

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Sir:

In response to the Office Action mailed on **April 26, 2005** in the above-referenced patent application, Applicant submits the following remarks.

Amendments to the Specification begin on page 2.

A listing of the claims begin on page 3.

Remarks begin on page 15.